

Previously Provided Information																	SRK Rebuttal Adj.	Total AIC Self Disallowanc e after Reb.	Total AIC Gas Self Disallowan ce	Total AIC Elec Self Disallowan ce	Responses to BAP 23.01												
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor- ship Description	Attend-ee Benefit	Mess- aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Staff					Gas Ad	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate- payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9- 225(3) advertis- ing cate- gory;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.				
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	t	u	v	w	x	y	z	aa	ab	ac	ad						
1	SPONSORSHIPS																																
2	BEARDSTOWN CHAMBER OF COMMERCE	463		463																													
3	DONATION FOR HALLOWEEN CANDY MEMBERSHIP DUES & CONTRIBUTION	100		100	Oct	Beards- town	Halloween festivities, candy	Public Welfare	Safety	Activities- distribute candy		0	1693410				100	0	0	0	Non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a					
4	BELLEVILLE EAST HIGH SCHOOL	363		363	June	Beards- town	Community Outreach	Public Welfare	Energy Efficiency			0	1592791				0	363	0	363	Removed												
5		300	200	500																													
6	HOCKEY TEAM THANKSGIVING 5K RUN	300	200	500	Nov	Belleville	Event Sponsor - Hockey Team Run	Public Welfare	Safety	Activities- run		0	1704783		200		300	0	0	0	Non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a					
7	BEVERLY FARM FOUNDATION	225	150	375																													
8	6/1/2012 BEVERLY FARMS GOLF TOURNAMENT	225	150	375	June	Godfrey	Beverly Farm Event			Activities- golf	golf	375	1584643		150		0	375	150	225	Removed												
9	BIG BROTHERS & BIG SISTERS	204	136	340																													
10	LADIES GOLF TOURNAMENT TEAM REGISTRATION	204	136	340	May	Belleville	Big Brothers Big Sisters Event	Public Welfare	Safety	Activities- golf registration		0	1566097		136		0	340	136	204	Removed												
11	BRADLEY UNIVERSITY	7,500	5,000	12,500																													
12	BRADLEY ATHLETICS SPONSORSHIP	7,500	5,000	12,500	Oct	Peoria	Bradley Athletics	Public Welfare	Energy Efficiency	Booklet	tickets	2000	1691224	8			0	2000	800	1200	Energy Efficiency awareness	Act-On- Energy Program Know- ledge	Allow-able Advert- ising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book. Signage					
13	CENTRAL ILLINOIS BLACK EXPO	900	600	1,500																													
14	16TH ANNUAL EXPO CENTRAL ILLINOIS BUSINESS	900	600	1,500	Oct	Peoria	Exposition	Public Welfare	Energy Efficiency	Booklet,Bag s	Booth	0	1689054	9			0	0	0	0	Energy Efficiency awareness	Act-On- Energy Program Know- ledge	Allow-able Advert- ising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book, Bags., Signage					
15	PUBLISHERS	2,376	1,584	3,960																													
16	INTERBUSINESS ISSUES NOT FOR PROFIT	2,376	1,584	3,960	Nov	Peoria	Ad space donated to not for profits	Public Welfare	Various	Magazine		0	1708765	19			0	0	0	0	Contribute Ad space to non profits	Info on non- profits	Allow-able Advert- ising	Informs about oppor- tunities for services	I	Tazewell County Children's Advocacy Center Trivia Night	AIC customers in greater Peoria Area	Magazine					
17	CENTRAL ILLINOIS WW II REENACTMENT	300	200	500																													
18	WORLD WAR II REENACTMENT BOOK AD	300	200	500	Mar	Tremont	World War II Reenactme nt Events	Public Welfare	Safety	Booklet		0	1528356	10			0	0	0	0	Electric and Gas Safety	Safety around electric and gas lines	Allow-able Advert- ising	Informs group about safety	C, I	Stay tuned to Safety	AIC customers in greater Peoria Area	Booklet					
19	CHILDRENS HOME MAUI JIM CHARITY GOLF CLASSIC	1,500	1,000	2,500																													
20	SPONSORSHIP	1,500	1,000	2,500	Mar	Peoria	Maui Jim Charity Event	Public Welfare	Safety	Activities- golf	tickets	400	1521916		1,000		1,260	400	160	240	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a					

Ameren Exhibit 24.1 BAP 23.01 Attach																	AIC 2012 Sponsorships										SRK Rebuttal Adj.	Self Disallowance After SurReb.										
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Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor- ship Descrip- tion	Attend-ee Benefit	Mess- aging Descrip- tion	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Staff	Gas Ad	Total AIC Self Disallowanc e after Reb.	Total AIC Gas Self Disallowa nce	Total AIC Elec Self Disallowan ce	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate- payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9- 225(3) advertis- ing cate- gory;	6) Identify specific advertising message;		7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.									
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	t	u	v	w	x	y	z	aa	ab	ac	ad										
1	SPONSORSHIPS																																					
21	CITY OF EAST PEORIA	1,200	800	2,000																																		
22	FESTIVAL OF LIGHTS PARADE WHALE FLOAT	1,200	800	2,000	Dec	East Peoria	Festival of Lights	Public Welfare	Energy Efficiency		Booklet, Float in Light parade			0	1640158	11			0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book									
23	CITY OF ELMWOOD CANINE PROGRAM	300	200	500																																		
24	SPONSORSHIP CITY OF HILLSBORO ILLINOIS	300	200	500	May	Elmwood	Canine program	Public Welfare	Safety					0	1564944		200	300		0	0	0	non -501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a							
25	PAYMENT 5 OF 5 LIGHTING AT SPORTS COMPLEX CITY OF PEORIA ILLINOIS	1,200	800	2,000																																		
26	COMPLEX CITY OF PEORIA ILLINOIS	1,200	800	2,000	July	Hillsboro	Lighting at Sports Complex	Public Welfare	Safety					0	1623016		800	1,200		0	0	0	Non 501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a							
27	ILLINOIS	1,500	1,000	2,500																																		
28	SPONSORSHIP - State of the City DANVILLE AREA COMMUNITY	1,500	1,000	2,500	Jan	Peoria	Luncheon &Speaker Sponsorship	Public Welfare	Diversity			tickets		400	1736289		1,000	1,260		400	160	240	Educational message	Employment	Allow-able Advertising	Informs group about jobs	D, I	Joining Together for our Community	Peoria	Presen-tation, coworker atten-dance								
29	COMMUNITY	900	600	1,500																																		
30	NJCAA MEN S NATIONAL BASKETBALL TOURNAMENT DECATUR	900	600	1,500	Dec	Danville	NJCAA Men's National Basketball Tournament	Public Welfare	Safety		Booklet			0	1736331	12		0		0	0	0	Educational- Safety	Safety around electricity	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	Decatur	Program Booklet								
31	CELEBRATION	4,500	3,000	7,500																																		
32	SPONSORSHIP OF OUTDOOR FESTIVAL DECATUR FUTURES	4,500	3,000	7,500	June	Decatur	Outdoor musical celebration	Public Welfare	Safety					500	1504479		3,000	4,200		500	200	300	Educational- Safety	Safety around electricity	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	Decatur	Banners								
33	CHARITY	4,320	2,880	7,200																																		
34	TATE AND LYLE PLAYERS CHAMPIONSHIP SPONSORSHIP DECATUR HUMAN RELATIONS	4,320	2,880	7,200	June	Decatur	Tate and Lyle Player Championship Golf	Public Welfare	Energy Efficiency	Banner, Signage		golf, tickets event & parking		5000	1532939	13	2,880	1,320		5000	2000	3000	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	Decatur	Banner, bags, signage								
35	RELATIONS	600	400	1,000																																		
36	MLK SCHOLARSHIP BANQUET DECATUR PARK DISTRICT	600	400	1,000	Jan	Decatur	Scholarship and Banquet	Public Welfare	Diversity			tickets		400	1713480		400	360		400	160	240	Scholarship contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a							
37	DISTRICT	6,000	4,000	10,000																																		
38	DECATUR PARK SINGERS AND FIRST TEE SPONSORSHIP DECATUR PUBLIC SCHOOL	6,000	4,000	10,000	Sum.	Decatur	Park Singers and First Tee (golf for children in need)	Public Welfare	Safety					0	1543679		4,000	6,000		0	0	0	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a							
39	SCHOOL	3,000	2,000	5,000																																		
40	TURKEY TOURNAMENT BASKETBALL SPONSORSHIP	3,000	2,000	5,000	Nov.	Decatur	High School Basketball Tournament	Public Welfare	Energy Efficiency		Booklet			0	1713471	20		0		0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	Decatur	Booklet Ad								

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	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	t	u	v	w	x	y	z	aa	ab	ac	ad							
1	SPONSORSHIPS HOSPICE OF SOUTHERN ILLINOIS																																		
62	RED CARPET GALA ILLINOIS CENTRAL COLLEGE COUGAR PLEX 2ND INSTALLMENT SPONSORSHIP ILLINOIS DEPARTMENT OF AGRICULTURE	300	200	500		Marion	Red Carpet Gala					tickets	500	1704363		200		0	500	200	300	Removed													
63	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	300	200	500																															
64	RED CARPET GALA ILLINOIS CENTRAL COLLEGE COUGAR PLEX 2ND INSTALLMENT SPONSORSHIP ILLINOIS DEPARTMENT OF AGRICULTURE	1,500	1,000	2,500																															
65	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	1,500	1,000	2,500	Apr.	East Peoria	Installment - Cougar Complex	Public Welfare	Safety				0	1543658		1,000		1,500	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a						
66	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	6,000	4,000	10,000																															
67	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	6,000	4,000	10,000	July	Spring-field	Sponsor area/booth	Public Welfare	Energy Efficiency	Bags		tickets	2500	1624141	13			0	2500	1000	1500	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	Kids ActOnEnergy	AIC Customers attending event	Bags						
68	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	25,500	17,000	42,500																															
69	MARCH MADNESS EXPERIENCE SPONSORSHIP AND BANQUET ILLINOIS INSTITUTE OF TECHNOLOGY	25,500	17,000	42,500	Mar.	Peoria	Event Sponsor	Public Welfare	Energy Efficiency	Signage, Booklet		tickets	3000	1532126	18	17,000		22,700	3000	1200	1800	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	Choose an Energy Efficient Lifestyle	Energy Efficiency awareness	AIC customers attending event						
70	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	9,000	6,000	15,000																															
71	SPONSORSHIP FOR GREAT LAKES SYMPOSIUM ON SMART GRID and the new Energy Economy ILLINOIS STATE	9,000	6,000	15,000	Aug.	Chicago	Event Sponsor	Public Welfare	Safety		Booth		0	1630929		0		0	0	0	0	EIMA/MAP	EIMA-MAP Infrastructure changes	Allow-able Advertising	Inform group about pipes and wire, and meter improvements	A, C, E, I	We are modernizing our energy delivery system to improve reliability, safety, customer satisfaction.	AIC customers attending event	Nimloks, brochures						
72	BLACK CHAMBER	6,000	4,000	10,000														0																	
73	SPONSORSHIP OF CHAMBER CONVENTION ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS	6,000	4,000	10,000	July	Peoria	Event Sponsor	Public Welfare	Diversity, jobs				0	1605747				0	0	0	0	Employment Recruiting	Job Opportunities	Allow-able Advertising	Inform about employment	D, I	Joining Together for our Community	AIC customers attending event	Program Booklet						
74	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	2,880	1,920	4,800																															
75	PROGRAM UNDERWRITING - HOMETIME JACKSONVILLE AREA CHAMBER	2,880	1,920	4,800	Jan.	Peoria	Program Sponsor	Public Welfare	Energy Efficiency	TV			0	1471731				0	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	Hometime - WTVP	I've Got an Idea, Replace old bulbs with CFL's	TV Commercial						
76	JACKSONVILLE AREA CHAMBER	90	60	150																															
77	SPONSORSHIP	90	60	150	May	Jacksonville	Event Sponsor						0	1565032		60		0	150	60	90	Removed													
78	JEAN WILSON - RED CROSS FUNDRAISER	135		135																															
79	1/4 PAGE AD	135		135	Jan.	Ottawa	Program Sponsor	Public Welfare	Safety	Booklet			0	1481308	14			0	0	0	0	Educational Safety	Safety around electricity	Allow-able Advertising	Inform group about safety	C, I	Stay tuned to Safety	Galesburg area	Booklet						

AIC 2012 Sponsorships

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Responses to BAP 23.01

[illegible]

[illegible]

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Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. # Staff	Gas Ad	t		u	v	w	x	y	z	aa	ab	ac	ad							
1	SPONSORSHIPS																																		
121	SANTA CLAUS PARADE UNDER THE SEA FLOAT	600	400	1,000	Dec.	Peoria	Event Sponsor-Santa Claus Parade	Public Welfare	Other	Float in parade			0	1679613			400	600	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a						
122	YULE LIKE PEORIA POLE DECORATION	126	84	210	Oct.	Peoria	Event Sponsor-Holiday Decorations	Public Welfare	Other				0	1694456			84	126	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a						
123	PEORIA CHIEFS	2,880	1,920	4,800																															
124	SEASON TICKETS	2,880	1,920	4,800	Jan.	Peoria	Baseball season tickets					tickets	4800	1480136			1,920	0	4800	1920	2880	Removed													
125	PEORIA CIVIC CENTER	28,602	19,068	47,669																															
126	BROADWAY THEATER SERIES SPONSORSHIP	16,500	11,000	27,500	Aug.	Peoria	Program Sponsor-Broadway Theatre	Public Welfare	Other			tickets	17000	1640162	16		11,000	6,300	17000	6800	10200	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage						
127	Peoria Civic Center Signage Agreement	10,584	7,056	17,640	Jan.	Peoria	Program Sponsor-Civic Center	Public Welfare	Energy Efficiency	Signage, Internet			0	1481062	16		7,056	10,584	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage						
128	PURCHASING RATE	318	212	529									0		16		212	318	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage						
129	WORLDVEST SPONSORSHIP	1,200	800	2,000	Nov.	Peoria	Event Sponsor - Worldfest	Public Welfare	Other				0	1705698	16		800	1,200	0	0		Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage						
130	PEORIA OFFICIALS ASSOCIATION	150	100	250																															
131	SPONSORSHIP FOR HOSPITALITY ROOM AT MARCH MADNESS	150	100	250	Mar.	Peoria	Event Sponsor-IHSA Officials	Public Welfare				meals	250	1514831			100	0	250	100	150	Removed													
132	PEORIA RIVERMEN HOCKEY	24,182	16,122	40,304																															
133	SPONSORSHIP	24,182	16,122	40,304	Nov.	Peoria	Program Sponsor - Kids	Public Welfare	Energy Efficiency, Kids Act-On-Energy	Booklet		tickets	6000	1702070	17		16,122	20,582	6000	2400	3600	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	KidsActOnEnergy - GOALS program	AIC customers and families attending events	Program Booklet, Goals Card,						
134	PEORIA SYMPHONY ORCHESTRA	3,000	2,000	5,000																															
135	SPONSORSHIP 115TH SEASON	3,000	2,000	5,000	July	Peoria	Program Sponsor-Symphony	Public Welfare	Other			tickets	750	1622992			2,000	2,550	750	300	450	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a						
136	QUINCY AREA	1,140	760	1,900																															
137	QUINCY GEMS BASEBALL	1,140	760	1,900	Jan.	Quincy	Baseball season tickets	Public Welfare	Other			tickets	400		13		760	900	400	160	240	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Bags, Signage						
138	RIVERBEND GROWTH ASSOCIATION	300	200	500																															

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Previously Provided Information

Responses to BAP 23.01

|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

Ameren Exhibit 24.1 BAP 23.01 Attach																	AIC 2012 Sponsorships											Self Disallowance After SurReb.									
Previously Provided Information																												Responses to BAP 23.01									
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Staff	Gas Ad	SRK Rebuttal Adj.	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9-225(3) advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.								
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		t	u	v	w	x	y	z	aa	ab	ac	ad								
1	SPONSORSHIPS																																				
160	URBAN LEAGUE S GALA ENTERTAINMENT	840	560	1,400	June	Peoria	Event Sponsor - Entertainment	Public Welfare				meals	1400	1586537			560	0	1400	560	840	Removed															
161	U S CELLULAR COLISEUM	6,000	4,000	10,000																																	
162	ADVERTISING PARTNERSHIP FOR 2012	6,000	4,000	10,000	June	Bloomington	Program Sponsor - Coliseum	Public Welfare	Energy Efficiency	Signage			0	1580694	16		4,000	6,000	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Video & Signage								
163	CHRISTIAN COUNTY UWOC RANDY FRANCE MEMORIAL ANNUAL GOLF TOURNAMENT	240	160	400			Event Sponsor - Hole																														
164	TOURNAMENT	240	160	400	Apr.	Taylorville	Sponsor					golf	400	1553520			160	0	400	160	240	Removed															
165	VILLAGE OF BATH	60	40	100																																	
166	FISH FRY SPONSORSHIP WEST RICHLAND PARENT TEACHER ORGANIZATION	60	40	100	July	Bath	Event Sponsor - Fish Fry	Public Welfare	Other				0	1608733			40	0	100	40	60	Removed															
168	ONE HUNDRED DOLLAR DONATION TO THE WEST RICHLAND P ADVERTISERS	60	40	100	Oct	Noble	Fundraiser Contribution	Public Welfare	Other				0	1689897			40	60	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a								
169	PRINTING	17,738		17,738			Printing for various Customer Communications including Cold Weather Rule letter, meter brochure, energy advisor brochure, budget billing brochure, note card and envelopes, Point of View and	Public Welfare Educ.	Customer Service messages	Letters, brochures, booklets			0	Various				0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets								
170	Ameren Corporate Informational Printing	16,069		16,069	Var.	Illinois service area												0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets								
171	PURCHASING RATE	336		336														0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets								
172	TAX	1,333		1,333														0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets								
TOTALS		208,897											\$ 61,287				\$ 88,055	\$ 98,997	\$ 64,690	\$ 25,389	\$ 39,301																
																					\$ 37,072 AIC Self Disallowance - Direct																

Responses to BAP 23.01

																SRK Rebuttal Adj.	Total AIC Self Disallowanc e after Reb.	Total AIC Gas Self Disallowan ce	Total AIC Elec Self Disallowan ce	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate- payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9- 225(3) advertis- ing cate- gory;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.							
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor- ship Description	Attend-ee Benefit	Mess- aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #													Staff Gas Ad						
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad				
1 SPONSORSHIPS																																		
																	\$	2,229			\$	2,229	Additional self disallowance and two corrections											
																	\$	101,226			\$	39,301	Total AIC Self disallowances- Surrebuttal											
																		92.06%	Jurisdictional allocation factor															
																	\$	93,188																